

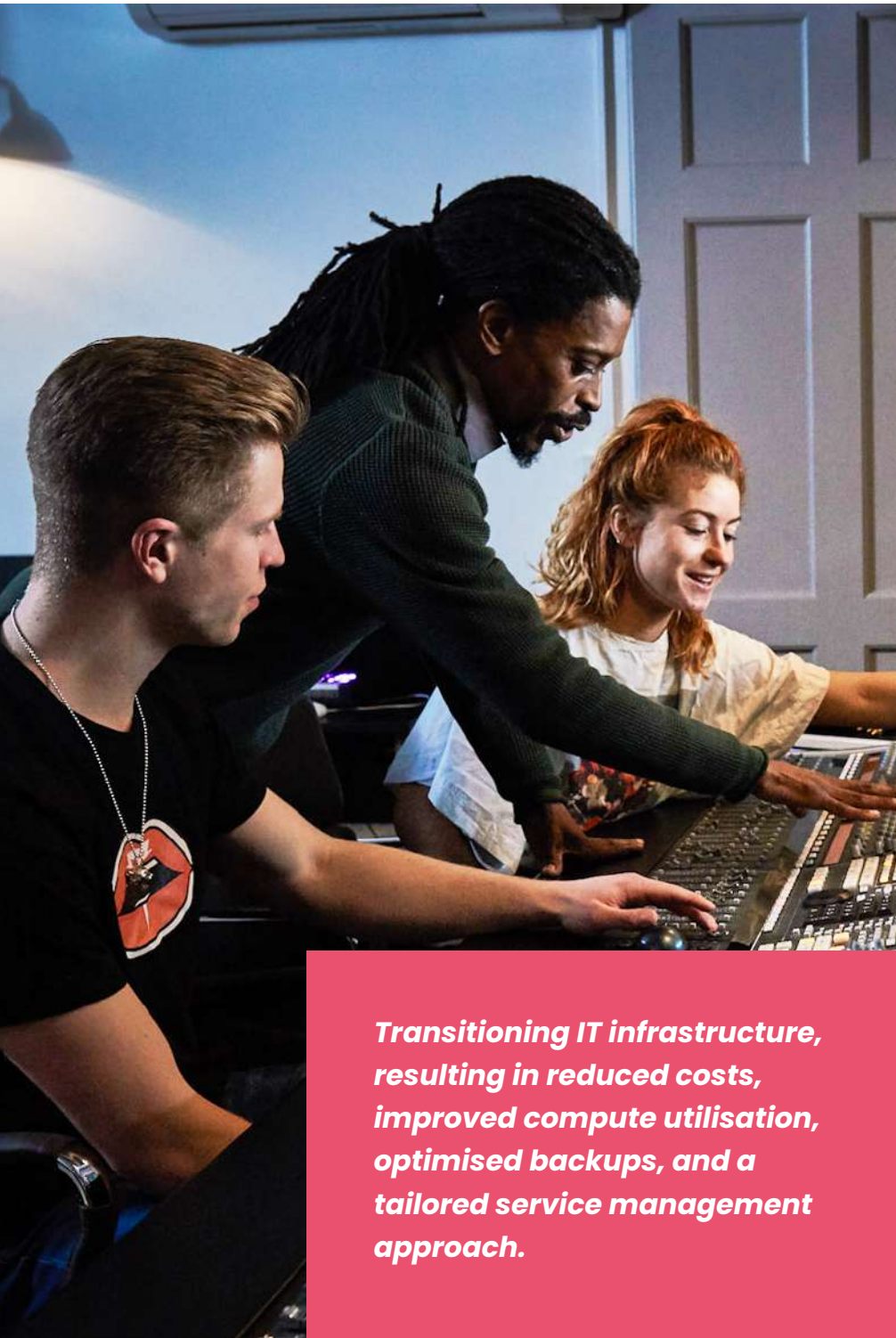


CASE STUDY

A case study for Point Blank Music School

We helped Point Blank transition from their incumbent provider and optimise their platform by tailoring the cloud platform to address their specific needs and challenges, including high storage costs, inefficient compute usage in AWS, and ineffective management of continual improvement.





***Transitioning IT infrastructure,
resulting in reduced costs,
improved compute utilisation,
optimised backups, and a
tailored service management
approach.***

Introduction

Point Blank Music School had been experiencing a number of challenges with their incumbent IT infrastructure provider. Change and Service requests were taking longer than anticipated, costs were increasing month on month, compute resources were not being used efficiently and account management reviews were not yielding the results needed for their agile and rapidly evolving education and music services.

After careful analysis and consultation, they decided to transition their AWS IaaS and Managed Services Support Package to Digital Craftsmen. With our expertise in AWS, Point Blank were able to significantly reduce their IT costs, improve their compute utilisation, optimise their backups and benefit from our tailored, hands-on service management approach.

The Problem

Some of the main challenges that PBMS were experiencing:

High costs for storage

Point Blank had been paying a premium for storage due to the large amounts of data and the incumbents backup solution provided an inadequate RPO and RTO. Due to compliance and governance requirements, student data has to be kept for 7 years which meant increasing amount of storage usage and costs. The incumbent supplier was not fully utilising the cloud's potential for cost savings or appropriate retention period for the backups. With out-of-control versioning in place, costs were increasing significantly every month.

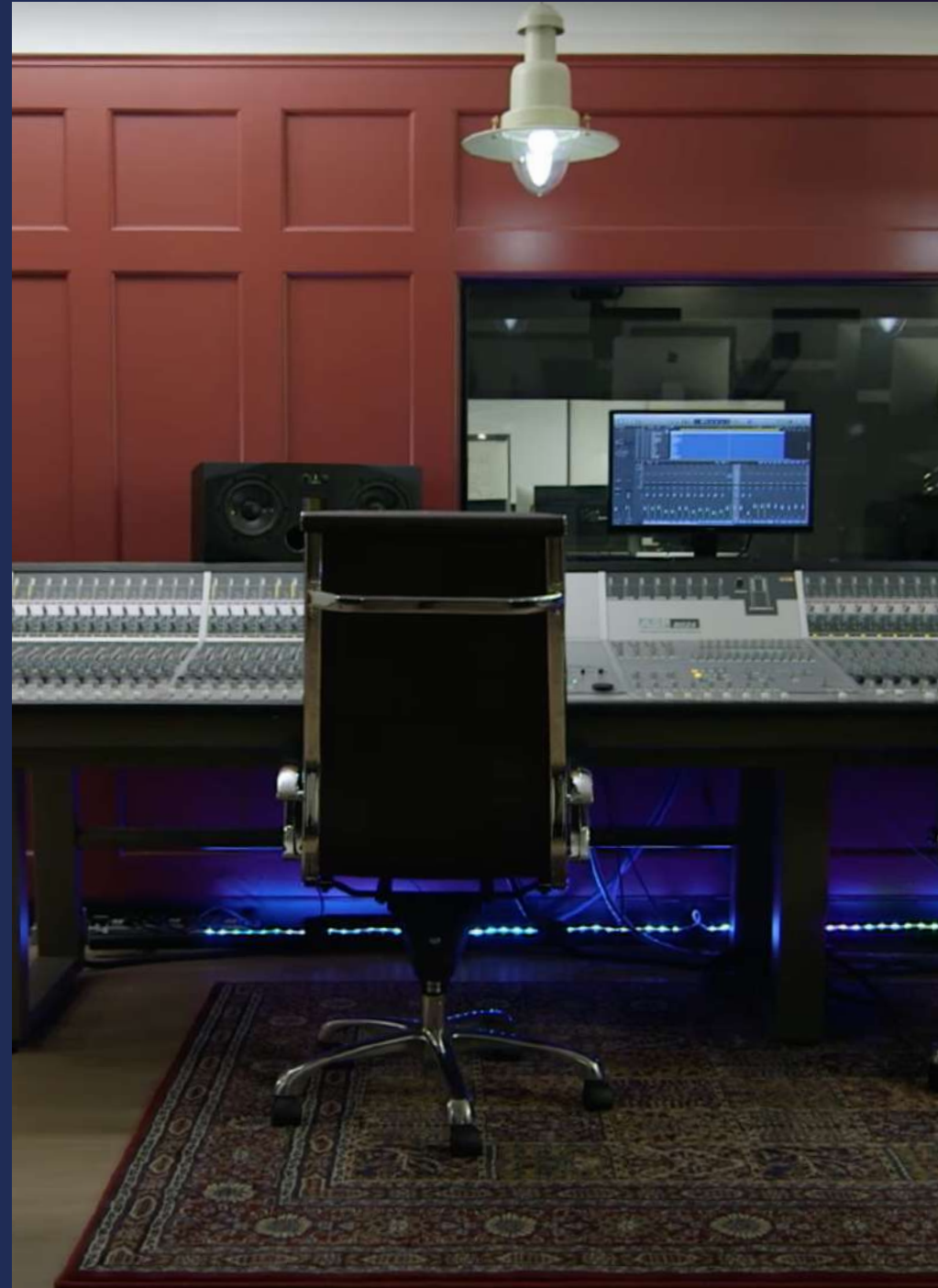
Inefficient compute usage in AWS

Point Blank was not able to effectively utilise their compute resources in the cloud, resulting in wasted resources and higher costs. Often referred to as Cloud Sprawl, which is defined as the proliferation of cloud resources often unchecked.

Ineffective management of continual improvement

Not managing high priority continual improvement items impedes progress and can lead to lost opportunities, low employee morale, and lower customer satisfaction due to missed deliverables and lack of progress.

We worked with Point Blank to transition them away from their incumbent provider and then optimise the platform, tailoring the cloud platform that addressed their specific needs and challenges.



The Solution

Digital Craftsmen optimised the backup solution by utilising AWS storage and archiving services, implemented a new compute strategy through autoscaling and component restructuring, and installed a Content Delivery Network (CDN) to enhance website performance and security while reducing bandwidth costs, allowing remote students to access educational courses easily. All work was done in close collaboration with Point Blank to ensure the best technical and business outcomes.

The new infrastructure included the following elements:



Storage & Backup Optimisation

Digital Craftsmen worked to optimise the backup solution and leverage the cost-saving potential of the cloud. This involved implementing a new backup strategy that leveraged the power of AWS storage services (S3) and archiving solutions (Glacier). Programmatically moving backups from one service to another to aide in cost reduction and greater compliance in line with requirements of the education sector.



Compute Utilisation in AWS

Digital Craftsmen helped to better utilise their compute resources in the cloud by implementing a new compute strategy that included the use of autoscaling scaling groups and a restructure of components. Our AWS Solution Architects and Project Managers work closely with clients to share knowledge, discuss changes and business impacts with clients before agreeing collectively on goals and the required changes. We centre all our work around business and technical collaboration ensuring best practices are used and routes to successful outcomes are carefully considered.



Content Delivery Network (CDN)

A CDN improves website performance, availability, and security by caching and delivering content from geographically local servers, they typically help to reduce bandwidth costs, provide protection against DDoS attack and improve website performance which is good for SEO. Previously some students in remote locations struggled to access course material, delivering content from CDN edge locations enabled students, from across the globe, to have the opportunity to learn and grow with educational courses from Point Blank Music School.

The Result

Significant cost reduction

Point Blank were able to achieve a significant reduction in their IT costs by implementing revised storage, backup and compute solutions proposed by DCL. Data is one of the key drivers for Learning Environments and with Point Blanks emphasis on digital media, overall AWS cloud costs were driven down by over 33% through better data management.

Improved compute utilisation

The new infrastructure strategy implemented by DCL helped Point Blank to better utilise their resources in the cloud, resulting in cost savings and a more efficient scalable infrastructure.

Better data protection

Backup optimisation increased data protection and improved the overall resilience of Point Blank's IT infrastructure. As a Higher Education provider PBMS also has a number of Governance Frameworks and Compliance Directives that must be adhered to. Digital Craftsmen is fully accredited Cyber Essentials and ISO 27001 specialists and we were able to leverage our experiences to achieve full compliance and protection for important data.

The solution to the management challenges of a continual improvement was to establish Clear Ownership, Prioritisation, Communication, Collaboration and Measurement. We were able to implement CI in a structured and formal way through our Service Delivery Team and regular Service Meetings. data.





Conclusion

The transition to Digital Craftsmen has been a success for Point Blank. They have been able to dramatically reduce their costs and improve their compute utilisation, while also enhancing the protection of their data. Our expertise in AWS and backup optimisation was instrumental in the success of this project and reducing AWS IaaS costs. Point Blank Music School continues to work with Digital Craftsmen to ensure that their IT infrastructure is always up-to-date and their successful systems can support their future growth, plans and business strategy.

We believe we provide the best service to our clients by acting as an extension of their team. We will work closely and continuously with clients to create collaborative solutions that are both technical and process-oriented. By doing so, we aim to shift the responsibility from internal business to us, allowing clients to focus on internal improvement.

Find out more about how Digital Craftsmen can help your business with bespoke hosting and cyber security services

Call or Email us on

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Alternatively, you can visit us at

www.digitalcraftsmen.com



About Digital Craftsmen

As hosting experts, we provide bespoke hosting and managed services to financial services firms looking to maximise performance and profitability without compromising data security. Since setting up Digital Craftsmen back in 2002, it has been our aim to bring the human touch to a service that is often offered impersonally and entirely online. That means we will go out of our way to become in effect an extension of your own in-house team, providing a service that is flexible, personal and tailored to your exact specification.



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